

Creative

economic development consulting

We see the opportunity to transform the ordinary into something extraordinary. We believe that the challenges most communities face in economic development are similar; what sets us apart is our creative approach to helping you overcome those challenges.

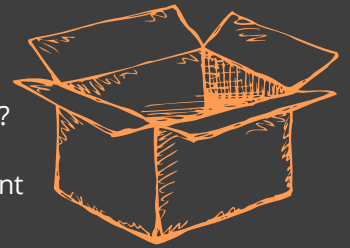
We like to color outside the lines by addressing the challenges communities face with creative solutions.

Creative EDC was launched in 2012 by Crystal Morphis, CEcD. The entrepreneurial firm provides innovative consulting approaches and has a unique commitment to give back. The firm has grown to include experienced researchers, tech talent, strategic thinkers, and a wide range of strategic partners. From our creative team comes creative ideas for you.

In 2014, we launched the first online assessment tool for product development, CreativeSiteAssessment.com. In 2015, through a joint venture partnership, Creative EDC re-launched the Certified Entrepreneurial Community® program. That same year we launched the Certified Industrial Buildings Program with strategic partner ECS Ltd. We are always working to forge innovative new paths in economic development.

You may see your community as a plain cardboard box. We look at what it can be transformed into.

We ask questions, like how can we do economic development different, better, like nobody else? Can the site that has been sitting vacant for a few years be transformed into a new technology park? How can you spark young entrepreneurs to invest in your community? Let us help re-invent your cardboard box. Just like kids, we like to transform plain boxes into something special.



Creative Services

Strategic planning

Creative EDC develops strategic road maps to help you know where you're going, while avoiding dead ends and potholes. We use an asset-based approach and build consensus around goals and strategies. Creative EDC develops realistic action steps in a plan that is ready for staff and leadership to implement. We provide an annual check-in to see how implementation is going, and offer assistance with adjustments or new challenges.

Product development

We believe product development is an EDO's number two challenge, just behind workforce development. We take a creative approach analyzing infill, redevelopment, feasibility analyses, and unique funding sources. Learn more about our two proprietary programs, Creative Site Assessment and Certified Industrial Building Program, on the next page.

Organizational development

Whether your organization is in a transition of staff or leadership, mired in chaos, or just looking for better ways to do business, we offer experience with retreat facilitation, transition management, and executive search for EDOs. We have advised on developing new organizational models as well as reenergizing the current organization.

Economic impact analysis

Are you getting a good deal? Let us find out. Too often EDOs and local officials spend public dollars without analyzing whether it is the best value for your organization. We'll help you define the economic impact of your project and analyze the return of incentive investments.

Social media and e-marketing

Spend your time on economic development and let the Creative Team worry about whether Facebook has been updated. We can help you develop a social media strategy for your team, or we can take on the execution for you. Let us create or maintain profiles, design newsletters and eblasts, build or maintain contact databases, develop content and generate leads.

Creative Economic Development Consulting is known for its proprietary programs and innovative thinking.



CreativeCEC.com



CreativeSiteAssessment.com



CertifiedIndustrialBuilding.com

Certified Entrepreneurial Community: a place where entrepreneurs succeed

Creative EDC launched the Certified Entrepreneurial Community® program in 2015 through a joint venture with Entrepreneurial Places and Innovative Economies. The Certified Entrepreneurial Community® program awards the CEC® designation after completing a rigorous certification process. Certified Entrepreneurial Communities map the entrepreneurial ecosystem, create an Action Plan for entrepreneurship, and tackle foundational projects to advance their start-up communities. The CEC® program has drawn attention nationally as an innovative approach to helping communities become entrepreneur-ready.

Creative Site Assessment: an online assessment tool that is the first of its kind in the U.S.

Creative Site Assessment is an innovative online assessment tool that independently rates potential sites for economic developers. Based on answers to approximately 30 site questions, the evaluation tool assigns the site a score. Compare the scores of multiple sites to prioritize sites in your community. Communities use creativesiteassessment.com to take the guesswork out of product development.

Certified Industrial Building: an innovative, out-of-the-box economic development tool

The team of Creative EDC and ECS launched the first Certified Industrial Buildings program to provide a market advantage for industrial buildings. Certified buildings meet a minimum standard of requirements and complete a series of due diligence assessments. Certification attests to the building's structure, features, condition, environment, and marketability. Show your clients and site selectors key facility assessments in one user friendly report.



www.creativeedc.com

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Paying it forward

Toms shoe company founder Blake Mycoskie said, "Start something that matters." We believe it. We have a commitment to pay our success forward. We pay it forward by giving our time, money, and talent to communities and economic developers.



THE CREATIVE GIVE BACK In 2014, we decided to give away one consulting project a year through a competitive proposal process—up to \$25,000 worth of our services. Crazy, right? Some told us so. We did it and loved it. Send us your bright ideas.



ECONOMIC DEVELOPMENT MENTOR NETWORK Our mentors opened doors for us, guided us through minefields, and provided on-the-job training. As our profession ages, along with the rest of America's baby boomers, there is a need to match newbies with gurus. In 2015 we launched the NCEDAMentorNetwork.com, a free website service that matches mentors and mentees.



WOMEN'S ECONOMIC DEVELOPMENT NETWORK Creative EDC sponsors an annual Women's Leadership Forum, gathering practitioners from the field to LEARN and then return to the office prepared to LEAD. The program includes how to position for career moves, emerging trends, leadership development, public speaking, and lots of networking.

FREE RESOURCE LIBRARY The Creative Resource Library offers free research for economic developers. Look for reports and research to spark ideas in your community.